



CARBON VALLEY
PARKS & RECREATION DISTRICT

CVPRD DEPARTMENT BOARD REPORTS

MARCH 2024

Human Resources

March started off with a bang as we celebrated National Employee Appreciation Day. Both the Recreation Center and Community Center staff were treated to snacks, drinks, and treats in appreciation of their hard work for the District. Overall, we welcomed 4 additional teammates including a big "Welcome Back" to our seasonal maintenance staff! HR has also officially launched Gapology training for both the Leadership and the Coordinator teams to focus on leadership training and development that will impact staff across the District. And finally, three of our employees- Whitney Wilmes, Ally Flanagan, and Dean Rummel are officially speakers for the National Parks and Recreation Conference to be held in Atlanta, GA in October! They will be presenting on the impactful work being done here at CVPRD to create both equal and equitable advancement within the District and each department through our leveling system and culture of growth.

Guest Services

March was a fun and eventful month for Guest Services. The Full Time Specialists were able to attend a CPRA training with topics including Customer Service, Conflict Resolution, Retention & Marketing and Cost Recovery. Each specialist brought back to our group key highlights of what they learned.

Spring Break brought in some good traffic and sales even with the snow. The drop in revenue added up to \$8,746 just for that week with an additional \$438 in merchandise sales. Our locks, dive toys and goggle inventory sold out.

After almost 2 years with us, our Full Time Specialist, Kayla Naeb had her last day on March 26th. She is off pursuing a new passion. We immediately posted the position. With 31 current applicants we phone interviewed 3 and are moving forward to the panel interviews. If satisfied with a candidate, we hope to get this position filled by the end of April.

	Punch card revenue	Drop in revenue	Pass sales revenue	Total pass sales revenue	Merchandise	Rental revenue	Total Revenue
January	7,094.43	16,255.00	100,981.03	124,330.46	757.62	3,258.00	128,346.08
February	8,009.04	15,120.50	38,355.39	61,484.93	711.58	2,930.00	65,126.51
March	5,270.25	19,641.00	41,492.86	66,404.11	760.46	3,135.00	70,299.57
Total	20,373.72	51,016.50	180,829.28	252,219.50	2,229.66	9,323.00	263,772.16

	Adult	Youth	Senior	Adult (ND)	Youth (ND)	Senior (ND)	Punches redeemed	Pass swipes	Silver Sneakers	Renew Active	Prime Active	Comp visits	Total Visits
January	1,361	1,819	128	73	50	10	1,237	9,764	1,030	1,271	43	117	16,903
February	1,201	1,518	152	130	106	12	1,230	10,178	1,036	1,199	40	113	16,915
March	1,398	2,175	172	149	212	16	1,114	9,327	1,034	1,150	36	85	16,868
Total	3,960	5,512	452	352	368	38	3,581	29,269	3,100	3,620	119	315	50,868

Maintenance

Spring Soccer Games started at the beginning of March. To be more efficient on starting the season, we brought in a vendor with a robot painter to do the initial striping of all our fields. This saves us on the time of hand measuring and stringing while freeing up maintenance employees to focus on other

matters. The cost of the service was slightly cheaper than the estimated time and labor of our employees. All re-stripping for the season will be done in-house by CVPRD staff now that the initial work has been laid out. Spring Softball season has started with good success. Our first tournament at the end of March provided training opportunities for new staff and was a promising showcase of how athletics and maintenance will be coordinating together.



A company was brought out to properly reseal the bottom of the gymnastics pit and worked on improving the drainage from downspouts on that side of the building.

Some staff got to attend a tour of several Field House recreation facilities around Colorado. This provided valuable insight into what running a facility like that would be. We learned different approaches that can be taken, what do's and don't's might look like when constructing a facility like that, and what may or may not be a right fit for our community.

98 work orders were completed in the month of March.

Adult Sports

Adult 4v4 Coed Indoor Volleyball: Winter season finished 3/17, congratulations to the winners of the league "Breakfast Club"! Spring season starts on Sunday, 4/7.

Totals	Teams
2024 Winter	8
2024 Spring	7

Youth Sports

Spring Sports: Running smoothly and will end on May 4th.

Softball: CVPRD teams play in the IPGSA league. Games start April 29th – June 30th. Games are held at CVPRD fields and other fields throughout the front range.

Division/Age Group	Participation Numbers	Teams
8U Coach Pitch	38	3
10U	54	4
12U	34	3
14U	39	3

Totals	Participation Numbers	Teams/Volunteer Coaches
2024 Spring	165	13 / 26
2023 Spring	177	14 / 15

Baseball: Registration is open now! Information and to register visit <https://carbonvalleyparkandrec.specialdistrict.org/youth-baseball>

Youth Activities

Carbon Valley Camp

Camp Bloom was a blast! 30 participants enjoyed a week full of activities. Campers participated in a Superhero themed workout with Suzi, went to gymnastics, went swimming, and used their imaginations while crafting!

Summer Camp registration is open and filling up quickly! The first day of Camp is on June 3rd and the last day is on August 2nd.

- 9 weeks
- Monday – Friday
- 30 kids per week



Kid Zone

Participation in Kid Zone is great! Utilizing KidCheck for data, the month of March shows the following. There were 242 kids aged 6 months to 2 years old. 250 children aged 3-5, and 112 kids aged 6-9. This means that there was a total of 604 check-ins for the month of March.

The Lounge

The Lounge is getting used! Patrons of all ages are utilizing the space to relax, work, and play.

Upcoming Events

- April 27 – Kids Night at the Rec – Open to 120 participants
- Mobile Rec – Tuesdays throughout Spring and Summer – Starting Soon!
- Snapology – June 24-28 & July 15-19

Gymnastics

The gymnastics program started Session 2 on March 4, which marked the first official day in the NEW Preschool Room. The Preschool Room holds Little Explorers and Little Stars classes (ages 3-5). By having classes in a smaller space, kids are not so overwhelmed by the large gymnasium and large group of kids. It also helps with safety. When younger kids are in the gymnasium and need to get a drink of water/use the bathroom/or give mom a hug, they typically beeline straight to the door not knowing if they are running through other classes. Holding these classes in the Preschool room prevents that from happening. Kids are enjoying the room and coaches are loving the new opportunity to teach classes in the space.



Session 2 has reached over 500 participants and is continuing to grow each week. Gymnastics hosted two half day camps during Spring Break, with a total of 48 participants. Each session can host up to 30

kids and is open to ages 5-14, no gymnastics experience required. Gymnastics will host additional camps during the 4th of July week, Thanksgiving week, and during Christmas break.

Open Gyms are going well and staying busy with over 450 participants during the month of March.

Aquatics

Over spring break, the pool was very busy with five lifeguards on deck most days meaning there were over 100 people in the pool area at any given time. Group swimming lesson enrollment continues to grow from month to month. The new private swimming program continues to do well, and time slots have filled. With the help of marketing, this program received some additional advertisements on the website and in the rec center which has helped reach new clients and grow the program.

Swim Lesson Participation			
	March 2024	February 2024	March 2023
Tue/Thu	71	66	80
Sat	-	88	-
Total	71	152	80

Time slots offered	Time slots filled	Unique Students YTD
114	70	58 (up from 42)

Fitness and Wellness

Our Fitness Staff takes pride in delivering safe, fun and effective programming for our patrons and community. For March, the fitness instructor staff meeting focused on the importance of proper sequencing and structure of a group fitness class. The workshop was titled Exercise Sequencing: Keeping it Safe and Smart. Instructors had fun getting together and practicing their teaching skills so we can offer the absolute best experience to our class members. All in-house workshops for fitness staff meetings are designed and presented by our Fitness Coordinator to encourage learning and implementation in our CVPRD environment. These workshops offer continuing education credits at no cost for the instructor. The Wellness Committee focused on nutrition this month as March is National Nutrition Month. We have been encouraging staff to post healthy recipes for our recipe swap in our Wellness Group, accessed through Paylocity.



Group Fitness Participants Recreation Center: **1312**

Group Fitness Participants Community Center: **1056**

Active Adults

As March came to an end the Active Adults division concluded the first 90 days of the new Community Center with a Welcome Home Vietnam Veterans Day event. At the end of 2023, TRU Community Care approached the Community Center about partnering for the event. Without hesitation we said “yes”. The event brought in a plethora of Vietnam Veterans, spouses and supporters as well as several news stations. The event aimed to “Welcome Home” Vietnam veterans who were not welcomed home when they came back from war more over were spit on or shunned. The event started with coffee and donuts, while offering healing services from “Healing Warriors” who saw 30 patients and performed over 30 treatments (Cranial sacral, massage and acupuncture therapies) at no charge. Lunch was also held serving Chick Fil- A sandwiches. After lunch there was the pinning ceremony with a dessert reception. Patrons and community partners (and news stations) praised the event and mentioned how needed it was.

Friendly Fork lunches are running well with many new participants and numbers holding strong.

March Lunches Served: 467

March Visits to the Community Center: 956



Marketing

In March, Marketing and Communications started focusing in earnest on the election campaign messaging and working with BRS and 4 Pillars Media Agency to review demographics, past campaigns and other district's successful campaigns to build a foundation for the outreach that will take place with the steering committee from April through August. We have sent out the steering committee invite cards with the weblink and the April 10th information meeting time to many of our supporters in the community and look forward to having a solid presentation for that committee on the 10th.

Marketing and Communications is also working hard on ADA compliance for all our digital communications. Our website is compliant, and we are working with any linking organizations (Team Sideline, Civic Rec, Kid Check etc.) to be sure that every interaction we have with patrons and the community is accessible and ADA compliant well ahead of the July 1st deadline.

We are also working on a new kind of outreach with all communications leading back to our website. We are hoping to create a consistent narrative that is brand consistent and supports all our election outreach moving forward with integrity and transparency that leaves no question about who we are, who we serve and how we intend to evolve positively in continuing to be the heart of the community's well-being. We are so proud of all the programs we offer and all the amazing accomplishments of staff and patrons. We are excited to share these stories and opportunities in the upcoming weeks and months with the larger Carbon Valley community through every channel available to us!

